

ASSIGNMENT 4

Textbook Assignment: "Writing for Magazines" (continued), "Advanced Stories, Follow-ups and Rewrites" and "Copy Editing," pages 4-12 through 6-9.

IN ANSWERING QUESTIONS 4-1 THROUGH 4-11,
SELECT FROM COLUMN B THE MAGAZINE ARTICLE
COMPONENT IDENTIFIED IN COLUMN A.
RESPONSES MAY BE USED MORE THAN ONCE.

<u>A. IDENTIFICATIONS</u>	<u>B. STATEMENTS</u>
4-1. A short, terse statement designed to attract the attention or arouse the curiosity of readers	1. Title 2. Lead 3. Body 4. Conclusion
4-2. A series of sentences or paragraphs intended to hold the reader's interest	
4-3. The component that neatly and succinctly ties together all the threads of an article	
4-4. Contains anecdotes, specific examples and hypothetical situations to illustrate important facts	
4-5. The most important part of a magazine article	
4-6. Intended to generate enough interest to cause the reader to read the entire article	
4-7. Conveys the tone and spirit of the material featured in the article	
4-8. May consist of as little as one paragraph in length, or may run as much as 10 percent of the entire article	

4-9. Contains a hint of the spirit and movement of the article

4-10. Sometimes employs an anecdote that typifies the main points presented in another component of the article

4-11. Indicates the central idea to be conveyed in the article

4-12. A Navy journalist writing magazine articles should be concerned with the possibility of violating laws in which of the following areas?

1. Copyright
2. Libel
3. Privacy invasion
4. All of the above

4-13. Permission for Navy journalists to write for non-Navy magazines is contained in which of the following publications?

1. Navy Public Affairs Regulations
2. The Associated Press Stylebook and Libel Manual
3. Navy Publications and Printing Regulations
4. Availability to the Public of Department of the Navy Records

- 4-14. Official and personal manuscripts written by Navy journalists for non-Navy publications must be reviewed and cleared if they deal with which of the following subjects?
1. Families of naval personnel
 2. Military policy
 3. Navy history
 4. Any subject, since all manuscripts must be reviewed and cleared by CHINFO
- 4-15. Manuscripts requiring review and clearance must be forwarded to which of the following offices?
1. CNO
 2. SECNAV
 3. CHINFO
 4. District NAVINFO
- 4-16. Published copies of magazine articles should be sent to which of the following offices for inclusion in Navy Department files?
1. CNO
 2. SECNAV
 3. CHINFO
 4. ASD(PA)
- 4-17. When a manuscript requires review and clearance, how many copies of the typewritten, double-spaced material should be forwarded to the reviewer?
1. One
 2. Two
 3. Three
 4. Four
- 4-18. When may a Navy journalist write for commercial publications for pay?
1. When the subject of the journalist's article is in no way related to the Navy
 2. When the writing of the article is officially assigned by the journalist's supervisor
 3. When the research and writing is done on the journalist's off-duty time, without the use of Navy facilities, equipment or personnel
- 4-19. Navy policy usually prevents which of the following desires of commercial magazine publishers from being served by Navy journalists?
1. Timely copy
 2. Preferred style
 3. Exclusive material
 4. All of the above
- 4-20. What type of story is normally written for created news only?
1. Advance
 2. Spot news
 3. Follow-up
 4. Feature
- 4-21. The first release in a series of advance news stories should contain which of the following elements?
1. All of the known facts concerning a scheduled event
 2. A few publicity puffs to whet the public's appetite
 3. An announcement that information on an upcoming event will be provided in the near future
 4. Legitimate news

4-22. The second and subsequent releases in a series of advance news stories should contain which of the following elements?

1. All of the known facts concerning a scheduled event
2. A restatement of the same information in the first release
3. Some new information not already presented
4. Only the basic nature of the event and a telephone number to call for detailed information

4-23. In reporting new developments of a previously released spot news story, you should use what method?

1. Exclusives
2. Follow-ups
3. New pegs
4. Rewrites

4-24. When writing a follow-up story, you need only consider those readers who have read the original story.

1. True
2. False

4-25. A follow-up story is written for which of the following stories?

1. Hard news
2. Advance release
3. Feature
4. All of the above

4-26. The elements of the follow-up story should be written in what order?

1. Lead, body and tie-back
2. Tie-back, body and lead
3. Tie-back, lead and body
4. Lead, tie-back and body

4-27. What element of the follow-up satisfies the requirements of readers who may or may not have read the original story?

1. The body
2. The lead
3. The tie-back

4-28. The body of a follow-up story need not be written in inverted pyramid style.

1. True
2. False

IN ANSWERING QUESTIONS 4-29 THROUGH 4-34, SELECT FROM COLUMN B THE REASON WHY A JOURNALIST WOULD REWRITE THE MODIFICATION IN COLUMN A. RESPONSES MAY BE USED MORE THAN ONCE.

A. MODIFICATIONS

B. REASONS

4-29. To suit the needs of different media

1. Improving copy

4-30. To include a fresh angle

2. Shifting emphasis

4-31. Finding the proper lead and placing it where it belongs

3. Updating

4-32. Converting a feature story to hard news

4. Transforming informal reports

4-33. Adding background information from the files to information phoned in by journalists in the field to complete a story

4-34. To report sports scores phoned in by MWR

4-35. Providing a fresh angle to a story that has been released previously is known as slanting the copy.

1. True
2. False

4-36. For use by the media in your area, you should refine and rewrite a news release from the Navy Department for what reason?

1. To update the material
2. To convert the feature story into a news story
3. To localize the general release
4. To change the emphasis

4-37. What type of lead should be used when two stories are rewritten as one?

1. Novelty
2. Hard news
3. summary
4. Combination

4-38. What is the best way for you to obtain a high percentage of coverage for one special story?

1. Distribute copies to all the media you service
2. Contact various news media directly
3. Revamp the structure of the story several ways
4. Rewrite the same story, stressing different points to meet the needs of the media you service

4-39. What is the meaning of the term "copy editing"?

1. Composing and publishing the writer's copy
2. Writing editorials from copy
3. Catching and correcting errors before they are printed and distributed
4. Catching errors in a printed publication for the purpose of correcting them in a revision

4-41. 1. To make sure that reporters write their own headlines
2. To indicate the kind and size of type to be used
3. To review all copy for legibility
4. To make sure that all material conforms to the style sheet of the paper

4-42. 1. To make all reporters revise their copy
2. To indicate the style of type to be used
3. To see that all facts are presented accurately
4. To make all reporters meet their deadlines

4-43. A Navy copy editor releasing a story for civilian use need not perform which of the following duties of the civilian copy editor?

1. Checking for libelous statements
2. Writing headlines for the stories being edited
3. Adding copy for clarity or emphasis when necessary
4. Deleting unnecessary words or sentences

4-44. What function of copy editing is of prime importance to the Navy copy editor?

1. Checking for grammar and punctuation
2. reviewing for style and accuracy
3. Restoring objectivity
4. Checking for possible security violations

IN ANSWERING QUESTIONS 4-40 THROUGH 4-42, SELECT FROM THE FOLLOWING RESPONSES THE ONE THAT BEST INDICATES THE COPY EDITOR'S DUTY.

4-40. 1. To be on the alert for violations of the activity's policies
2. To assign reporters to their areas
3. To number all galleys
4. To make sure that the editor okays all copy

- 4-45. The procedures of a good copy editor include reading a story to (a) correct errors and make additions or deletions, (b) grasp its meaning and note the arrangement and (c) make sure the story reads smoothly. The copy editor should follow these procedures in what sequence?
1. b, a, c
 2. c, b, a
 3. b, c, a
 4. a, b, c
- 4-46. A copy editor who finds an omission of essential details in a story should take what action?
1. Give the story to a second editor for revision
 2. Return the story to the originating JO for rewriting
 3. Read the story three times to make sure all errors are noticed and corrected
 4. Rewrite the story
- 4-47. What is a "rough story"?
1. A new story that has been corrected by a copy editor
 2. The original draft of a story
 3. A story submitted by a reporter in the field over a telephone
 4. A story returned from the editor to the originator for rewriting
- 4-48. Before submitting a story to the editor in a large office, you should type (at the top of the story) a slug line and what other information?
1. A headline
 2. Your full name and date only
 3. Your last name only
 4. Your full name, your rate and the date
- 4-49. Which of the following practices is NOT a firm rule of copy editing?
1. Using a soft, black lead pencil
 2. Writing legibly and clearly
 3. Adding a paragraph in longhand in the margin
 4. Placing copy editing symbols above or within the lines containing the errors
- 4-50. Editorializing means including in a news story which of the following elements?
1. Opinion of the writer
 2. Contradictions
 3. Personalities
 4. Quotations
- 4-51. When, if ever, may writers refer to themselves in a news story?
1. When the writer is praising the subject of the story
 2. When the writer is censuring the actions of a person in the story
 3. When the writer is considered to be an authority on the subject being reported
 4. Never
- IN ANSWERING QUESTIONS 4-52 THROUGH 4-56, ASSUME THAT THE STATEMENTS ARE PORTIONS OF NEWS COPY. SELECT THE RESPONSE THAT INDICATES THE COPY EDITING GUIDELINE THAT IS BEING VIOLATED IN EACH STATEMENT USED AS A QUESTION.
- 4-52. Harrison's exemplary behavior, dedication to the Navy and performance of duties were recognized during his recent retirement ceremony. Harrison retired as a Personnelman Third Class after 20 years of service.
1. Style
 2. Editorializing
 3. Contradiction
 4. Incompleteness

- 4-53. An outstanding performance is planned at the sports arena tonight.
1. Style
 2. Editorializing
 3. Contradiction
 4. Incompleteness
- 4-54 . Eight beautiful young ladies from the Navy community participated in the city's annual pageant.
1. Style
 2. Editorializing
 3. Contradiction
 4. Incompleteness
- 4-55. Navy pilot, James Cramer of Seattle, Wash., was killed in an air crash near Mobile, Ala.
(Note: no further identification)
1. Style
 2. Editorializing
 3. Contradiction
 4. Incompleteness
- 4-56. The cafeteria is located at 3849 Pennsylvania Avenue which is a block east of the intersection of Penn. Ave. and Alabama Ave.
1. Style
 2. Editorializing
 3. Contradiction
 4. Incompleteness
- 4-57. For submitted material to be acceptable, which of the following newspaper standards must be followed?
1. Complete details on the person and circumstances central to the story must be provided
 2. The story must contain no questionable facts
 3. Correct grammar, spelling, sentence structure and punctuation must be used
 4. All of the above
- 4-58. How should the writer indicate the proper spelling of an unusual name in the rough?
1. Draw a box around it
 2. Put it in parentheses
 3. Put quote marks around it
 4. Underline it
- 4-59. When editing a story containing numbers, which of the following procedures should you follow?
1. Always apply logic to the statistics of the story
 2. Have questionable numbers verified by the writer
 3. Both 1 and 2 above
 4. Eliminate numbers as much as possible
- 4-60. Which of the following numbers is NOT acceptable in news releases?
1. 5 feet, 10 inches tall
 2. 1/2 inch
 3. 5°F
 4. Five men on the team
- 4-61. What is the most common reason every copy editor needs a dictionary?
1. To check the writer's style
 2. To check syllabication used by the writer
 3. To check the spelling of troublesome words
 4. To check grammatical usage